



## IACAC Conference Sessions

Westin Chicago Northwest (Itasca)

May 2–4, 2012

Wed., May 2 9:15 am – 10:30 am — A Sessions

### Session: A1 Barrington

#### **Fly Away Home: Educating Families on Higher Education Options**

Do you want your students to consider attending an institution out of state or far away from home, but are feeling resistance from their families? As counselors, our job is to help a student find the institution that is the best fit for them and sometimes that school is thousands of miles away. Come learn about different ways to educate families on colleges and universities that are not found right in their back yard so that they can help support your students in their decision to leave home.

*Moderator:* Denise Dalton, Counselor, Lemont High School

*Presenters:* Diana Ristoff, Assistant Principal, Pritzker College Prep  
Julie Chapman, Admissions Counselor, Vanderbilt University  
Jerry Pope, College Consultant, Niles North and Niles West High Schools

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 3, 4, 7, 8

### Session: A2 Gallery

#### **Behind the Scenes with the Admissions Committee**

Some admission decisions are easy. Some are very hard. This session will allow participants to review applicant files and recommend an admission decision. Presenters will then discuss the institution's decisions and explain the rationale behind the decisions. This eye-opening session will give participants a glimpse of how the admission review and selection process works behind the scenes.

*Presenters:* Stacy Ramsey, Senior Associate Director of Admissions, Illinois State University  
Jill Bures, Freshman Admission Representative, Aurora University

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 3, 4

**Session: A3**  
Hampton

**Pathways to Summer Learning for College Access and Success**

Pursuing summer learning opportunities on a college campus can be a great way for high school students to become exposed to college life, learn about potential majors and careers, and overcome the summer learning loss known to influence long-term achievement and attainment among low-SES youth, in particular. We will discuss summer learning generally, look in-depth at several programs, and consider how representatives of high schools, college admissions offices, community-based organizations, and summer programs can connect and collaborate to better serve their constituents and institutions.

*Presenters:* Marya Spont, Program Director, Illinois Institute of Technology Boeing Scholars Academy  
Mikki Brown, Manager of Youth Development, Project Exploration  
Christine Grenier, Associate Director of Admissions, Elmhurst College  
Jill Levine, Executive Director, Right Angle—A Nobel Network Program  
Amanda Parada-Villatoro, Assistant Director of Community Outreach, Center for Access and Attainment, DePaul University

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 4, 5, 7, 8

**Session: A4**  
Lakeshore

**One Year Under our Belt: Self-Reported Academic Record at Illinois**

Staff from the Office of Undergraduate Admissions at the University of Illinois at Urbana-Champaign will recap the implementation of the Self-Reported Academic Record (SRAR) for its 2012 freshman applicants. Common user questions and errors will be discussed as well as enhancements to the process for 2013. High school counselors are encouraged to attend to learn how to best assist their students in completing the SRAR, as well as other colleges/universities who may be interested in implementing such a system.

*Moderator:* Gregg Perry, Associate Director of Admissions, University of Illinois at Urbana-Champaign

*Presenters:* Thomas Skottene, Associate Director of Admissions, University of Illinois at Urbana-Champaign  
Nancy Walsh, Senior Associate Director of Admissions, University of Illinois at Urbana-Champaign

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 6

**Session: A5**  
Leighton

**It Takes a Village: Enlisting Community Agencies and Schools to Support College Student Recruitment and Retention**

For the past two years National Louis University has partnered with community agencies and schools in identifying emerging leaders from underserved populations and awarding them substantial scholarships, entitled Harrison Fellowships. This session will describe these ongoing efforts into best practices of identifying, transitioning and retaining these future leaders (<http://www.nl.edu/harrisonfellows/>).

*Moderator:* Elaine Kies, Assistant Professor, Counseling and Human Services, National Louis University

*Presenters:* Traci Dennard, Undergraduate Initiatives Manager, National Louis University  
Monica Ramos, Student Success Coach, National Louis University  
Romelia Mercado, Director of Latino Affairs Outreach, National Louis University

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 2, 3, 4, 8

**Session: A6**  
Marlborough

**Learn 2 “Like” Me: Using Social Media to Effectively Deliver Your College Program**

Do students at your high school zone out during counseling announcements and presentations? Do they not even open emails or Naviance messages? Facebook may be the answer! This session will provide novel ways to reach your students using social media. Learn to speak “teenager” and watch as they HANG ON TO YOUR EVERY WORD. OK, we can’t promise that, but come learn about setting up a counseling Facebook page—from presenting the idea to administration, the technical set-up and writing a college blog. Come share your ideas as to how social media has benefited your college counseling program as well.

*Presenters:* Beth Gilfillan, College Counselor, Deerfield High School  
Natalie Morris, Counselor, Glenbard West High School  
Chris Lubiniecki, Counselor, Glenbard West High School

*Audience:* Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 4, 5, 8

**Session: A7**  
Prescott

**They Didn’t Teach That in Grad School: An Introduction to College Counseling**

Why does it seem like everyone knows more than you? Simple, they’ve been doing it longer. How do you know what it is you don’t know? How do you ask if you don’t know what to ask? Join us as we unravel essential areas of counseling the college-bound student. This session will include discussion of best practice and provide resources and tools to get it all done back at the office. High school counselors just entering the field will leave this session with the know-how to confidently and successfully guide high school students and families from college search through selection.

*Moderator:* Stephanie Szczepanski, Program Coordinator for Chicago Region, Saint Louis University

*Presenters:* Beth Arey, College & Career Coordinator, Evanston Township High School  
Brad Kain, High School Counselor, Homewood Flossmoor High School

*Audience:* Secondary; Newcomers

*NACAC Competencies:* 1, 2, 3, 4, 6, 7, 8

**Session: A8**  
Stanford

**Yellow Chip Athletes — We Try Harder**

The Tier I, Division I bound athlete is sought over. Not so for tier II and III students who want to play in college. Hear from a student, parent and Division III college player about what to do pre-recruiting and throughout the recruiting process to get noticed in the search for the correct fit. Specific examples plus recruiting tapes and email/phone message prompts will be utilized.

*Moderator:* Sandie Gilbert, Admissions Officer, Stonehill College

*Presenters:* Jorge Acosta, Assistant Director of Admissions, Chicago Regional, Augustana College  
Eric Gilbert, Student, Deerfield High School  
Suzanne Broski, Student, St. Xavier University

*Audience:* Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 7

**Session: B9**  
Barrington**Delivering the Message: From Mobile to Magazine and Everything In-Between**

University brag points can all sound the same to a high school student. As university communicators we have the same delivery methods available, such as our website, mobile apps, e-mails, social networks, and print. So how do we set our institutions apart? The answer lies in how we choose to expand and present our messages. Discover how the University of Illinois produces fresh, vibrant, and memorable content for all of its marketing. See how they collect data and use it to determine where they focus their efforts and how they choose to uniquely craft their messages.

*Moderator:* Stacey Kostell, Director of Admissions, University of Illinois at Urbana-Champaign

*Presenters:* Doug Burgett, Creative Director for Enrollment Services, University of Illinois at Urbana-Champaign  
Michelle Rice, Editor for Enrollment Services, University of Illinois at Urbana-Champaign

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 6

**Session: B10**  
Gallery**Honoring Student's Passions — Embracing Future Careers**

Counselors advise students in choosing a career and college major to consider their personality, interests, and skills. New 2012 labor statistics and parents nudge students toward promising careers with high demand, high pay, and moderate education requirements. Presenters discuss effective self-discovery tools, identify top jobs for the future, and reconcile the countervailing forces to help high school and college counselors guide students in choosing a college for a viable rewarding career and major for the emerging decade.

*Moderator:* Gregory Smith, Guidance Counselor, Naperville Central High School

*Presenters:* Jean Childers, College and Career Center Assistant, Naperville Central High School  
Sarah Watson, Admissions Director for the Division of General Studies, University of Illinois at Urbana-Champaign  
Helen Henderson, Career Advisor, Hoffman Estates High School

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 4, 5, 6, 7, 8

**Session: B11**  
Hampton**ACT — Cognitive and Non-Cognitive Factors that Determine Student College and Career Readiness**

Since 1959, ACT has collected and reported data on students' academic readiness for college—both nationally and state specific. Preparing for college and career is a process that occurs throughout elementary and secondary education. Measuring academic performance over time provides meaningful and compelling information about the college readiness of students. ACT research also shows that certain nonacademic factors can play a role in student college success. Learn what to look for beyond GPA and test scores to predict the greatest likelihood of college success.

*Moderator:* Carol Lee Barry, College Counselor, Daniel Murphy Scholarship Fund

*Presenters:* April Hansen, Director of Postsecondary Services, Midwest Region, ACT  
George Schlott, Senior Consultant for Elementary and Secondary Services, Midwest Region, ACT

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 2, 3, 4, 6, 7

**Session: B12**  
Lakeshore

**Common App Preview and Feedback: 2012–13 and Beyond**

Presenters will detail changes in next year's Common Application and share a progress report on development of the next-generation Common App, set to launch in summer 2013. Counselors will have an opportunity to provide feedback that will be used to design future support resources. Admission officers wishing to understand how the process unfolds for their applicants will also benefit from the conversation.

*Moderator:* Maryanne Kelly, Retired Counselor, Maine Township South High School

*Presenters:* Scott Anderson, Director of Outreach, The Common Application  
Beth Mahalak, Account Manager, The Common Application

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 3

**Session: B13**  
Leighton

**Somewhere Over the Rainbow: Life Connections After Retirement**

Have you ever wondered about what you will do after retirement? Is there life “over the rainbow,” other than sleeping in and reading the morning paper over coffee? Hear from IACAC Alumni who have found new and meaningful activities after their professional careers and share your own ideas about new directions and connections.

*Moderator:* Marsha Hubbuch, Retired Counselor, Riverside Brookfield High School

*Presenters:* Donna Epton, Retired College and Career Consultant, Schaumburg High School  
Carol Lukenheimer, Retired Dean of Undergraduate Admissions, Northwestern University  
Sue Wendt, Retired College and Career Coordinator, Lyons Township High School  
Donna Virklan, Retired College Counselor, Niles North High School

*Audience:* Secondary, Post-Secondary; Veterans

*NACAC Competencies:* 1, 5, 7

**Session: B14**  
Marlborough

**Theory to Practice**

Have you ever been tasked with designing a training program for student workers, creating a seminar or workshop for your staff, or developing an on-campus event? This session will walk you through how to create a learning experience for your participants through tying together goals and objectives, learning/instructional activities, as well as assessments to ensure that your participants are gaining the knowledge and information you set out to provide. Learn more about this model and hear from a variety of institutions that have had success adopting this intentional approach with various student organizations and staff.

*Moderator:* Jennifer Keegan, Associate Director of Admission, Knox College

*Presenters:* Anne Kremer, Associate Director of Undergraduate Admission, DePaul University  
Caitlin Smith, Assistant Director of Admission, Northwestern University  
Zachary George, Assistant Director of Admission, Lake Forest College

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 2, 3

**Session: B15**  
Prescott

**The Governmental Role in Post-Secondary Planning & Access**

Federal, state, and local governing bodies play an enormous role in post-secondary planning and access. College counseling curriculum for guidance counselors (or lack thereof), graduation requirements, public university admission standards, and financial aid programs are but a few of the ways these bodies determine student outcomes. Come learn how the governmental agencies in our state shape the education and post-secondary options of our students, as well as the make-up of the post-secondary institutions we serve. Included will be an in-depth discussion on how financial aid programs impact a university's incoming class and bottom line.

*Moderator:* Robert Andrews, Director of College Counseling, Schuler Foundation

*Presenters:* William Morrison, College Counselor, Highland Park High School  
Jerry Cebrynski, Director of Financial Aid, Lake Forest College

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 2, 7

**Session: B16**  
Stanford

**Undocumented Students and College Access**

This session will cover the latest information on the Illinois Dream Act, the Guide to Advising Undocumented Students, tuition rates, college application tips (i.e. SS# and affidavits), scholarships and other pertinent information pertaining to undocumented students in the state of Illinois.

*Moderator:* Kathy Major, Guidance Counselor, Joliet Catholic Academy

*Presenter:* Aleny Garcia, Counselor, Community Links High School

*Audience:* Secondary, ; Newcomers and Veterans

*NACAC Competencies:* 2, 3, 4, 7, 8

**Wed., May 2 1:30 pm – 3:00 p.m. — Conference Opening Session and Keynote**

**Wed., May 2 3:15 pm – 4:30 pm C — Sessions**

**Session: C17**  
Barrington

**Professional Extracurricular Activities For Top Students**

Students select most college extracurricular activities for fun, to meet people, or to continue to explore a personal interest. High achieving high school students may want to look for opportunities that will help them build skills for their professional careers. This session will focus on some programs that you should know about as you counsel students in their college search process. Featured will be the NSAC (National Student Advertising Competition), SIFE (Students In Free Enterprise), OIKOS International (Students for Sustainable Economics and Management), and an entrepreneurial program where students run their own web development business. Help your students learn how to look for colleges and universities with hands-on professional organizations that will gain them experience necessary to positively impact their future.

*Moderator:* Meghan Cooley, Director of Recruitment Communication, Augustana College

*Presenter:* Doug Tschopp, Director of Entrepreneurial Development, Augustana College

*Audience:* Secondary ; Newcomers and Veterans

*NACAC Competencies:* 2, 3, 8

**Session: C18**  
Gallery

**ISAC Update: State and Federal Financial Aid Issues**

What's the latest news about MAP grants (including the MAP 2+2 pilot program), Pell grants, student loans, and funding for these programs? This session will provide an overview of the changes to state and federal financial aid programs for the 2012-13 school year, as well as provide updates on state and federal legislative, operational, and budgetary issues.

*Moderator:* Abel Montoya, Director of Outreach Operations, ISAC

*Presenters:* Sam Nelson, Director of Outreach Development, ISAC  
Sarah Wahab Ghazi, Outreach Professional Development Specialist, ISAC

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 2, 3, 4, 6, 7, 8

**Session: C19**  
Hampton

**How Many Licks Does It Take To Get To The Center of a Tootsie Pop?...  
We Finally Have the Answer!**

Recently the admissions recruitment world has seen a dramatic shift. Everyday new opportunities pop up that allow students to connect, research and even apply to their top choice colleges and universities. The question then is which touch point(s) really made the difference in the students decision to apply and enroll? Through thousands of student survey responses and focus groups we will attempt to determine how many touch points and communications it takes to generate an enrollment from an inquiry. We will also share which communications have the most impact at various stages in the enrollment process. Don't take it from us... Take from the students you are recruiting!

*Moderator:* Teege Mettelle, Admissions Counselor, Lawrence University

*Presenters:* Amanda Centers, Regional Director, Zinch  
Gil Rogers, Director of Marketing and Outreach, Zinch

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 6, 7, 8

**Session: C20**  
Lakeshore

**Net Price Calculator: Evaluation after Six Months**

We will continue the discussion from last year's session by reviewing the reception of Net Price Calculators and their impact on college decision-making. We will also look again at currently deployed calculators noting the differences in methodological approach and technology. Finally, we will discuss whether NPCs are having their intended effect: to provide families better cost information earlier in the college selection process and opening a window on how colleges set their prices.

*Presenter:* Marc Geslani, Educational Manager, College Board

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 3, 4, 5, 6, 7, 8

**Session: C21**

Leighton

**Build The Brand but Will They Come?**

Learn how Loyola shifted a once traditional communications platform into a fully integrated marketing strategy that now includes both social and mobile. With a new website came the opportunity to enhance existing marketing tactics and embrace an ever-evolving future of digital communications. Using analytics and data to support marketing decisions, learn how they had to make quick and immediate changes in strategy to impact recruitment. Join staff members from Loyola University Chicago's Enrollment Management Division in a discussion to learn from their recent successes and challenges.

*Moderator:* Lindsay Vahl, Assistant Director of Admissions, Illinois State University

*Presenters:* Lori Greene, Director of Admissions, Loyola University Chicago  
Nicole O'Connell, Director of Enrollment Marketing, Loyola University Chicago  
Tim Heuer, Director of Enrollment Systems Research and Reporting, Loyola University Chicago  
Erin Moriarty, Associate Director of Admissions, Loyola University Chicago

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 3, 4, 5, 6, 8

**Session: C22**

Marlborough

**City of Chicago... Let's Connect!**

Applications from the city of Chicago for Knox and Lake Forest College have grown exponentially due to the relationships built and established between admissions and high school counseling staffs. The panel will highlight building and maintaining collaborative relationships between high school and college counselors as well as community based organizations to effectively work with students and their families on developing successful applications and transitions to college from the city of Chicago.

*Moderator:* Quinton Clay, Assistant Director of Admissions, Coordinator of Chicago Recruitment, Grinnell College

*Presenters:* René Gomez, Assistant Director of Admissions, Lake Forest College  
DeVone Eurales, Sr. Assistant Director of Admissions, Coordinator of Multicultural Recruitment, Knox College  
Caroline Kelly, Dean of College Counseling, Pritzker College Prep  
Celso Cárdenas, College Counselor and Coordinator of College Testing, Francis W. Parker School  
Patty Hart, Program Director, HightSight  
Audrey Penman, Admission Counselor, Western Illinois University

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 4, 5, 7, 8

**Session: C23**

Ballroom

**It's Time for Change: The NEW IACAC Board Structure**

After two years of research and discussion, the Ad Hoc Committee on IACAC Board Structure has proposed a restructuring plan that creates a more effective Executive Board. Members will be asked to cast their votes on this proposed plan at the 2012 membership meeting. The Ad Hoc Board Structure Committee will be available to answer questions and explain the restructuring plan. Join us so that you will be an informed voter on Thursday!

*Presenters:* Sandie Gilbert, Chicago Area Regional Representative, Stonehill College  
Maryanne Kelly, Alumni Member  
Nate Bargar, Coordinator, Chicago Regional Initiatives, Illinois State University  
Bob Murray, Dean of Enrollment Management, Illinois Wesleyan University  
Amy Thompson, College and Career Counselor, York Community High School

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 5

**Session: C24**  
Stanford

### **How to Give a Fun and Memorable Presentation**

What can you do to WOW the crowd? Engaging your audience it sometimes difficult, so this session will provide you tips to make your presentation stand out.

*Moderator:* Stacy Ramsey, Senior Associate Director of Admissions, Illinois State University

*Presenters:* Julie Nelson, Regional Recruitment Director, Xavier University  
Tom Richmond, Executive Director of Enrollment Management for Admission Marketing, Bradley University

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 5

**Thurs., May 3 8:30 am – 9:45 am — D Sessions**

**Session: D25**  
Abricot

### **NCAA Eligibility Center and the Student-Athlete**

Navigating the NCAA Eligibility Center can be a difficult process for any prospective student-athlete. The majority of high school student-athletes are unaware of the minimum core course requirements to participate in competition beyond their senior year of high school. This session will decipher registering with the NCAA Eligibility Center, determining core-course requirements and calculating core-course GPA's. This session will also provide tools to high school counselors and admission representatives to assist prospective student-athletes in navigating the NCAA Eligibility Center.

*Moderator:* Jill Bures, Freshman Admissions Counselor, Aurora University

*Presenter:* Ryan Downey, Assistant Director of Admissions for New Student and Campus Visit Programs, Southern Illinois University Edwardsville

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 4, 5, 7

**Session: D26**  
Barrington

### **Out of Sight, Out of Mind?**

Just what are those regional representatives doing all day? And, how best does an in-office supervisor evaluate their performance? It seems most colleges and universities employing off-site representatives don't utilize anything in the performance review process that specifically evaluates the work of a regional representative. This interactive session will offer some thoughts, some solutions and plenty of dialogue on the topic of evaluating the work of regional representatives.

*Moderator:* Carin Smith, Senior Associate Director of Admission, Lawrence University

*Presenters:* Ken Anselment, Dean of Admissions & Financial Aid, Lawrence University  
Doris Groves, Director of Admissions, Illinois State University  
Nate Barger, Coordinator of Chicago Regional Initiatives, Illinois State University

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 5, 6

**Session: D27**  
Gallery

**Three Test Optional Universities, Three Approaches**

This session will outline the experiences of three different test-optional institutions in their move toward test-optional admissions policies. Representatives will discuss their decisions, implementations, and lessons learned in the process.

*Moderator:* Carla Cortes, Project Manager for Enrollment Management & Marketing, DePaul University

*Presenters:* Jon Boeckenstedt, Associate Vice President of Enrollment Management, DePaul University  
Christopher Lydon, Vice President for Enrollment Management and Marketing, Stonehill College  
Stephanie Balmer, Vice President for Enrollment Marketing and Communications and Dean of Admissions, Dickinson College

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 2, 3, 4, 5, 6, 7

**Session: D28**  
Hampton

**Building Lasting Relationships: Research on Student Preferences for Online Conversations**

Live conversations impact enrollment decisions and students are increasingly comfortable speaking with admission representatives online. The presentation reviews a recent survey on student preferences and the impact of multi-channel communication strategies. Case studies on domestic and international recruitment initiatives illuminate key findings and opportunities for admissions teams to improve enrollment results.

*Presenter:* Greg Wilkins, Vice President of College Partnerships, CollegeWeekLive

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 4, 6

**Session: D29**  
Lakeshore

**Electronic Submission: What Works for Us**

Come learn how we have tweaked our college counseling programs from registering students on Naviance as sophomores, training them as juniors, going through the application process as seniors, submitting transcripts electronically, and training teachers on submitting letters of recommendation electronically. We plan to spend half of our time discussing programming prior to senior year and the other half discussing eDocs/electronic submission. A program timeline, Naviance training documents for students AND teachers, and application forms will be provided.

*Moderator:* Kari Hein, Guidance Counselor, Hinsdale Central High School

*Presenters:* Amy Wesley, College Counselor, Benet Academy  
Kendall Hayes, College Counselor, Benet Academy  
Tom Shorrock, Post High School Counselor, New Trier High School

*Audience:* Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 5, 8

**Session: D30**  
Marlborough

**Maximizing Multicultural College Students in Underrepresented Student Recruitment and Outreach**

As colleges and universities work to attract diverse students, engaging multicultural college students in recruitment and outreach efforts is a vital means of connecting with students of color. Highlighting DePaul University's Office of Community Outreach's Peer Guide program and the Office of Undergraduate Admission's Student Ambassador and Intern program, attendees will learn how to recruit and effectively engage minority students in recruitment and outreach efforts geared towards reaching out to minority students. Attendees will also have the opportunity to interact with a panel of college students that actively participate in the Peer Guide program.

*Moderator:* Luis Hernandez, Admissions Counselor, DePaul University

*Presenters:* Amanda Parada-Villatoro, Assistant Director of Community Outreach, DePaul University  
Ashley McKnight-Phillips, Admission Counselor, DePaul University  
Sparkle Hunt, Admission Counselor, DePaul University

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 3, 4

**Session: D31**  
Stanford

**"I Hate your Job!" — How to Balance a Busy Job and still be a Great Partner and Parent**

Explore how to balance being an admissions counselor with travel or a high school counselor with evening activities and being in a romantic relationship or an involved parent. As more demands are put on us in our jobs, how do we juggle things in our personal lives? This session will give tips on how to be a great professional and still maintain a healthy romantic relationship and be a great parent.

*Moderator:* Wendy Hill, Admission Counselor, Eastern Illinois University

*Presenters:* Nick Sanders, Admission Counselor, Eastern Illinois University  
Kelley Brooks, Admission Counselor/Coordinator, Southern Illinois University Edwardsville

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 5

**Session: D32**  
Trafalgar

**The Confused Transfer**

The confused transfer candidate can be a challenging individual demanding knowledge of the considerable array of accessible options. Advising this student requires an ability to use non-threatening counseling tools to clarify the student's dynamics. In this presentation, we will discuss specifically helpful assessment techniques needed to make appropriate recommendations for the next best step. We will also analyze examples of those next step options which have been shown to be effective.

*Presenters:* Jeanette Spires, Independent Counselor  
Marsha Ray, SEEC, Student Extended Experiences Consulting

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 5, 6

**Session: E33**  
Abricot

**Social Media Round Table**

Come ready to discuss how your institution is currently using social media. The session will start with a quick overview of the more commonly used social media and how NIU is using social media to assist in recruiting and enrolling students. Most of the focus will then shift to an opportunity for others to share their best practices and how their institution has found social media to work best for them.

*Presenters:* Katy Saalfeld, Senior Assistant Director of Undergraduate Admissions, Northern Illinois University  
Ted Campbell, Admission Counselor, Northern Illinois University

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* I

**Session: E34**  
Barrington

**Connecting with Healthcare Admissions**

This informational session will focus on the application processes and admission practices for professional healthcare programs such as, pharmacy, nursing, dental, and medical school. Suggestions on what high school courses and prep classes students should take to prepare for undergraduate pre-health programs. Recommendations for classes that undergraduates should be taking will also be provided. This session will be useful for high school counselors who are advising students with an interest in healthcare and for admission counselors looking to direct students in pre-health majors to options after graduation.

*Presenters:* Shaun Keating, Assistant Director of Enrollment and Student Services for the College of Pharmacy, Roosevelt University  
Jean Shelton, Assistant Director of Recruitment, Rosalind Franklin University of Medicine and Science  
Michelle Adams, Associate Director of Admission, Elmhurst College  
Kerry Mortenson, Assistant Director of Admissions, Midwestern University

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 8

**Session: E35**  
Gallery

**Stuck in the Middle with You**

What is a mid-level manager? This presentation will assist admissions professionals in making the transition into the next part of their career as a mid-level manager. It will focus on skills to develop while leading from the middle, tools to create stronger partnerships with the team you supervise, and how to cross-campus collaborate successfully. Additionally, we will discuss how to role model as a supervisor while still learning all the hats you are expected to wear.

*Moderator:* Jennifer Coomer, Admissions Counselor, Southern Illinois University Edwardsville

*Presenters:* Ryan Downey, Assistant Director of Admissions for New Student and Campus Visit Programs, Southern Illinois University Edwardsville  
Jeff Chitwood, Assistant Director of Communications, Saint Louis University

*Audience:* Post-Secondary; Veterans

*NACAC Competencies:* 2, 5, 7

**Session: E36**  
Hampton

**Mastering the NAIA Eligibility Center**

When the NAIA began their version of the athletic clearinghouse for students graduating in 2011, high school counselors were caught off guard and had numerous questions for NAIA schools on how to complete the application. This session will help high school counselors successfully guide their students through the NAIA Eligibility Center. The session will also talk about the NAIA, its schools, and its sponsored sports.

*Moderator:* Kathy Major, Guidance Counselor, Joliet Catholic Academy

*Presenter:* Becky Leevey, Admissions Counselor, Calumet College of St. Joseph

*Audience:* Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 4, 7

**Session: E37**  
Lakeshore

**Developing an Awesome Marketing Message to Attract Potential Students**

Crafting a cohesive institutional marketing message is a science all its own. The message should be consistent and have a common theme. With a variety of choices available, which is the right direction? This session will cover specific tools for enrollment professionals to develop and implement as well as pertinent examples of each area of print and online including video, social media, and websites.

*Presenter:* Robert Smith, The Admissions Guy Enrollment Consulting & Marketing

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 5, 6

**Session: E38**  
Marlborough

**Coaching Families Through Financial Aid**

This session's focus is not to provide details about the financial aid process... instead it will provide tools and tips on HOW to help families understand and navigate the financial aid process. In this session, receive materials and advice on explaining college financing options. You will also learn tips on teaching families how an education can be affordable and through what methods (grants, scholarships, loans, etc.) families pay for college. We will present questions and guidelines for families to ask themselves so they have a financial assistance plan for themselves and what to also ask colleges and universities so they gather the necessary information from institutions. We need to educate our students and their families about financial assistance—these tools of the financial assistance trade will help you do so.

*Moderator:* Nathan Ament, Director of Conservatory Admissions, Lawrence University

*Presenters:* Ryan Gebler, Assistant Director of Financial Aid, Lawrence University  
Brenda Williams, Director of Financial Fitness, DePaul University  
Meghan Cooley, Director of Recruitment Communication, Augustana College

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 8

**Session: E39**  
Stanford

**Performing and Visual Arts Admissions from Both Sides of the Table**

Navigating the confusing world of portfolios, auditions, and music theory tests can be a daunting task. When you have a student who is passionate about the arts, having a portfolio review or an audition adds a whole level of complexity to the college admission process. This session will cover the arts admission process, how it is different from non-arts admissions and what students and counselors need to focus on.

*Moderator:* Heather McCowen, Post-Secondary Counselor, Chicago High School for the Arts

*Presenters:* Sean Kelley, Director, Theatre Conservatory, Roosevelt University  
Rebecca Olthafer, Music Admissions, North Park University  
Heather Swanson, Assistant Dean of Enrollment, Tribeca Flashpoint Media Academy

*Audience:* Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 3, 8

**Session: E40**  
Trafalgar

**Asking Students About LGBT Identity: What We Have Learned**

Elmhurst College added an optional question to their 2012 application for admission asking if students are members of the LGBT community. Staff members from Elmhurst will discuss the origins of adding the question, outreach efforts to assist LGBT students in their transition to college, and their work with EQUAL (the College's gay/straight organization). In addition, they will address the media attention to the question, the campus support and communication plan for LGBT students, and what they've learned from student reaction to the question.

*Moderator:* Stephanie Levenson, Director of Admission, Elmhurst College

*Presenters:* Gary Rold, Dean of Admission, Elmhurst College  
Christine Grenier, Associate Director of Admission, Elmhurst College  
Allison Vertigan, Student and Member of EQUAL, Elmhurst College

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 2, 3, 4, 5, 7

**Thurs., May 3 2:00 pm – 3:15 pm — F Sessions**

**Session: F41**  
Abricot

**Nuts and Bolts of Financial Aid**

This session will introduce you to the basics of financial aid, an introduction to key terms and concepts of financial aid and the Free Application for Federal Student Aid (FAFSA). In addition, participants will be provided with tools and resources to reach out to students and families as they navigate through the process of finding ways to pay for college.

*Presenters:* Sam Nelson, Director of Outreach Development, ISAC  
Sarah Wahab Ghazi, Outreach Professional Development Specialist, ISAC

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 4, 7, 8

**Session: F42**  
Barrington

**Shift Happens: How To Build A Digital Plan To Reach Prospective Students**

College research happens online every day for high school students of all grades as well as their parents. Your website is the source students trust most for information and where they go before they even step foot on campus or apply. According to Google, Higher Education marketing dollars (as a percent) spent on digital recruitment strategies lag way behind compared to the increasing student shift from traditional media consumption to digital. In this session we explore how to drive your target prospects to your website, continue a digital relationship with them, while advancing them through the funnel towards enrollment.

*Moderator:* Luke Kerber, Freshman Admissions Representative, Aurora University

*Presenters:* Jennifer Lonchar, Regional Director, Alloy Education  
Mark Landon, Senior Media Specialist, Alloy Education

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 4, 5, 6, 7, 8

**Session: F43**  
Gallery

**College 101: Coordinating a Comprehensive Course for Junior Students**

Junior year is the ideal time for students to learn basics and specifics of the college research and application process. This session provides examples of functioning “College 101” courses—one from an independent school setting and another from a public high school. Presenters will share syllabi and sample assignments. Use of technology in the course will be discussed. Attendees whose schools offer similar courses are welcome to bring example syllabi to share with the group.

*Presenters:* Abigale Walls Wagner, Director of College Preparation and Placement, Morgan Park Academy  
Deb Donley, Post High School Counselor, New Trier High School

*Audience:* Secondary; Newcomers

*NACAC Competencies:* 1, 3, 8

**Session: F44**  
Hampton

**Birds of a Feather: Using Geodemography in Student Search**

What is geodemography and how can it be used in improving student recruitment? How can geodemography be used to improve predictive models? This session will introduce you to Descriptor PLUS, a service providing educationally-relevant geodemographic information to admission and enrollment managers interested in knowing more about college selection, choice, and persistence. Descriptor PLUS was revised and expanded in 2011 and this session will review these important changes.

*Moderator:* Debbie Lamb, Senior Assistant Director, Illinois State University

*Presenter:* Marc Geslani, Educational Manager, College Board

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 6

**Session: F45**  
Lakeshore

**Where are the Boys? Helping Young Men of Color Get to College and Stay**

This session, sponsored by the Human Relations Committee, addresses the alarming statistics regarding high school drop-out rates and college graduation rates for men of color that have sparked innovative programs to assist with this growing crisis. The importance of targeted outreach is very important. Highlighted programs include the Man Up Conference, the Men of Vision organization, Latino Boys group, and Equinox.

*Moderator:* Luis Caballero, Recruitment & Outreach Specialist, Oakton Community College

*Presenters:* Pablo Alvarez, Counselor, Highland Park High School  
Don McCord, Counselor, Highland Park High School  
Miguel Mireles, Student Development Specialist, College of Lake County  
Student Representative, College of Lake County

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 4, 7

**Session: F46**  
Marlborough

**The School Next Door**

High schools—are you interested in creating more effective partnerships with the colleges in your neighborhood? Colleges—are you interested in more effectively reaching out to high school students in your own backyard? This type of proximity offers some unique opportunities for forming partnerships with the school next door. Come prepared to hear how two colleges and two high schools have used these relationships to their advantage, and bring some of your own examples as well.

*Moderator:* Karen Dahlstrom, Recruitment Coordinator, Black Hawk College

*Presenters:* Martha Stolze, Director of Admissions, North Central College  
Sterling Kingery, Guidance Counselor, Rock Island High School  
Jean Childers, College and Career Assistant, Naperville Central High School  
Rachel Gustafson, Associate Director of Admissions, Augustana College

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 3, 4, 8

**Session: F47**  
Stanford

**Embracing the Future or Bracing for the Future: Ethical Challenges in Admissions**

This session, sponsored by the Admissions Practices Committee, will provide a forum for both high school and college colleagues to discuss how current practices can create ethical questions. Topics for consideration will include wait list reply times, test score reporting practices and hot issues suggested by the audience. This is your opportunity to let your AP committee know how changing times are impacting your ethical decision making.

*Moderator:* Doris Groves, Director of Admissions, Illinois State University

*Presenters:* Tony Bankston, Dean of Admissions, Illinois Wesleyan University  
Gwen Kanelos, Assistant Vice President for Enrollment, Concordia University Chicago  
Tom Shorrock, Post High School Counselor, New Trier High School  
Debbie Michelini, Assistant Director of Enrollment Services, College of Lake County  
Cindy Rodkin, Counselor, Hinsdale Central High School  
Michelle Schlack, School Counselor, Niles North High School  
David Bennett, Director of Admissions, Lake Forest High School

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 3, 5, 7

**Session: F48**

Trafalgar

**Cognitive Dissonance Theory and the College Selection Process**

Understand the student thought process through psychological theory. Cognitive Dissonance Theory was developed to explain how individuals react when two pieces of information are in conflict with each other. It is enormously powerful when applied to the college search process. By applying the knowledge of this psychological theory, we can be in a better position to predict likely outcomes of specific guidance messages.

*Moderator:* Carin Smith, Senior Associate Director of Admission, Lawrence University

*Presenter:* Teege Mettelle, Assistant Director of Admission, Lawrence University

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 8

**Thurs., May 3 3:30 pm – 4:45 pm — G Sessions**

**Session: G49**

Abricot

**Maximizing the Use of Net Price Calculators**

Now that the net price calculators are operational, high school counselors will explore ways they can be used to help students and parents.

*Moderator:* Kurt Schmidt, Director of College Counseling, Saint Ignatius High School

*Presenters:* Frank Palmasani, Guidance Counselor, Hinsdale South High School  
Beth Arey, College & Career Coordinator, Evanston Township High School  
Carrie Egan, College and Career Planning Coordinator, Carmel High School, Mundelein

*Audience:* Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 3, 4, 5, 6, 7, 8

**Session: G50**

Barrington

**Parents Preferences for Online and Social Media in the College Search Process**

How do you keep parents in the loop during the college search? They play a key role in the process, though it is important to understand how their information preferences are changing. This session, taken from a survey of hundreds of parents from around the country, will provide insight into the types of input parents have during the process, how they want to be contacted by colleges, and what specific information is most important to them.

*Presenter:* Alex Stepien, Director of Sales, Cappex

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 4

**Session: G51**  
Gallery

**Roadmap to Regional Representatives: Connecting Across State Lines**

Is your university looking for more efficient and effective ways to connect with your target markets? Does the travel to these markets strain your university's budget? Are you considering adding a regional representative to your office? The Chicago Area Regional Representatives (CARR) organization would like to answer the numerous questions you might have regarding regional representatives using data from our bi-annual survey, our member institutions, and other regional representative organizations throughout the US.

*Moderator:* Sarah Daugherty, Regional Director of Admissions, Monmouth College

*Presenters:* Megan O'Rourke, Assistant Director of Admissions, Butler University  
Traci Flowers Davis, Associate Director of Admissions Midwest Region, Hawaii Pacific University  
Kelli Allen, Senior Admissions Counselor, Iowa State University  
Courtney Wallace, Admissions Counselor, Missouri University of Science and Technology  
Christine Grotzke, Regional Admissions Manager, Michigan Technological University  
Aubriex Cason, Admission Counselor, The Ohio State University  
Shawn Wochner, Admissions Counselor, Western Illinois University  
Stephanie Szczepanski, Regional Coordinator, Saint Louis University

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 4, 8

**Session: G52**  
Hampton

**New Thinking on the College Search Funnel**

New research hints that the conventional student recruitment funnel no longer applies based on how students actually think about the college search. This session will detail how the college search is anything but linear and logical, but rather is influenced by quirky intuition, mental shortcuts and often fictionalized decision rationales. Come with an open mind and join the discussion on what our collective profession thought it knew about how teenagers search for a college.

*Moderator:* Julie Marlatt, Director of Admissions, University of St. Francis

*Presenters:* Thomas Golden, Senior Associate Director of Undergraduate Admissions, Vanderbilt University  
Ken Anselment, Dean of Admissions & Financial Aid, Lawrence University

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 6, 7, 8

**Session: G53**  
Lakeshore

**The New Transfer Student: How to Communicate with Today's Changing Transfer Population**

With a rise in community college enrollment, an increasing number of students are facing the reality of plunging into the college search process after high school. The panelists will provide insight to 4 year admissions representatives about ways they communicate and programs on their campuses for prospective and admitted transfer students.

*Moderator:* Kris Harding, Associate Director of Admissions, Illinois State University

*Presenters:* Brianna Gregg, Senior Admissions Counselor, University of Illinois at Urbana-Champaign  
Rachel Caracci, Coordinator of Transfer and International Initiatives, Illinois State University  
Megan Hoinkes, Assistant Director of Transfer Admission, North Central College

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 3, 4, 7, 8

**Session: G54**  
Marlborough

**Making It All Connect**

Whether you've just finished a travel season and need to re-tool your strategy for next year or you'll embark on your first travel season this fall, this session can help! Between visits, fairs, speaking engagements, and office duties, presenters will help you connect all the pieces. They will also share some best practices for managing your schedule, making visits more effective, staying motivated during the recruitment season, and making the best impression for your institution.

*Presenters:* Ziggy Blackwell, Chicago Regional Coordinator, Southern Illinois University Edwardsville  
Josie Blasdel, Director of Undergraduate Admission, McKendree University  
Erin Hoover, Assistant Director of Admission, McKendree University  
Eric Ruiz, Assistant Director of Undergraduate Admissions, University of St. Francis

*Audience:* Post-Secondary; Newcomers

*NACAC Competencies:* 1, 3, 4, 5, 8

**Session: G55**  
Stanford

**Then and Now...**

In 1981, a young college counselor worked with a high school senior on her college search. What did the admission profession look like then? What were the hot issues—to both the high school counselor and to that aspiring college student? Now, 31 years later, that college counselor, while no longer young, is still working with high school seniors and that high school senior is completing her first year as an enrollment management specialist. What does our profession look like to a 34-year veteran... and to a first-year specialist? What are today's hot issues? Come learn the history of our profession and of a personal relationship that spans three decades. What was college admission like then... and now?

*Moderator:* Melanie Coffman, College Counselor, Barrington High School

*Presenters:* Sue Biemeret, College Counselor, Adlai E. Stevenson High School  
Carla Cortes, Project Manager for Enrollment Management & Marketing, DePaul University

*Audience:* Secondary, Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3, 5, 7, 8

**Session: G56**  
Trafalgar

**Articulation Programs from the Other Side: Graduate and Professional Schools**

The advantages and disadvantages of articulation partnership programs between undergraduate and graduate schools will be discussed. A discussion will be developed about whether articulation programs benefit the student and the institutions and how the undergraduate schools can attract better candidates with additional educational options.

*Presenters:* Robert Smith, The Admissions Guy Enrollment Consulting & Marketing  
Jennifer Roberts, Pre-Health Professions Director, Lewis University

*Audience:* Post-Secondary; Newcomers and Veterans

*NACAC Competencies:* 1, 2, 3

**Fri., May 4**

**8:30 am – 9:15 am — Town Hall Meeting**

**Fri., May 4**

**9:30 am – 10:45 am — “Connections” Sessions**

Making connections with our colleagues is a must in our jobs. Having someone to ask questions, serve as a resource, and network with is invaluable. Come “connect” with your colleagues and discuss hot topics, trends, and issues. You won’t want to miss this session.

### **Break-Out Group Sessions:**

Marlborough

#### **Public and Private High Schools**

*Moderators:* Denise Dalton, Counselor, Lemont High School  
Kathy Major, Guidance Counselor, Joliet Catholic Academy  
Stephanie Maksymiu, College and Career Counselor, Maine Township South High School  
Maryanne Kelly, Retired Counselor, Maine Township South High School

Ballroom I & II

#### **Four-Year Public and Private Colleges and Universities**

*Moderators:* Stacy Ramsey, Senior Associate Director of Admissions, Illinois State University  
Jill Bures, Freshman Admission Representative, Aurora University  
Quinton Clay, Coordinator of Chicago Recruitment, Grinnell College  
Todd Burrell, Director of Admissions, Southern Illinois University Edwardsville

Stanford

#### **Two-Year Public and Private Colleges and Universities**

*Moderators:* Michele Brown, Director of Student Recruitment and Outreach, Oakton Community College  
Rio Almaria, Admissions Counselor, College of DuPage

Stanford

#### **Graduate Students**

*Moderators:* Allegra Giulietti-Schmitt, College Counseling Assistant, Highland Park High School  
Nate Bargar, Coordinator, Chicago Regional Initiatives, Illinois State University

Not finding a “Connections” session that is a perfect match? Please feel free to use this time to “connect” with one of the other groups designated above.

**Fri., May 4**

**11:00 am – 12:30 pm — Closing Session**

For a listing of the NACAC Competencies:

<http://www.nacacnet.org/about/Governance/Policies/Documents/CounselorCompetencies.pdf>